



TWITTER

By the numbers...

128 tweets
2,200 profile visits
15 new followers

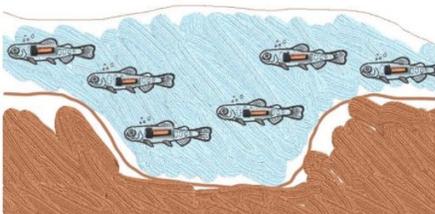
TAKE HOME MESSAGE

Much of this month’s Twitter content highlighted Council-hosted workshops and Council-funded Delta science communication efforts: such as the new “Science in Short” podcast series, produced by Maven’s Notebook and Estuary News Magazine, and a new issue of San Francisco Estuary and Watershed Science (SFEWS). The top performing content engaged with other agencies and organizations, highlighting the necessity of collaboration.

Top Tweet earned 4,076 impressions

Next up, Project Scientist Flora Cordoleani (@NOAAFisheries) covered the state of monitoring spring-run #salmon with a stunning display of visuals if we do say so ourselves! 🐟 #sciart

Stay tuned throughout the #springrunworkshop for more on the key questions she shared. pic.twitter.com/rIcoHQ5n2A



👍 3 ❤️ 13

FEATURED CONTENT

- Live tweets from the Council Meeting, Spring-Run Workshop, and final Pre-Science Needs Assessment (SNA) Workshop Discussion Series Session
- Job opportunities, new staff features, 2018 Delta Science Fellow Dr. Levi Lewis’ Award for Excellence in Postdoctoral Research from UC Davis, Science Action Agenda (SAA) Management Questions Workshop, National Estuaries Week, new blog by Delta Lead Scientist Dr. Laurel Larsen, Bay-Delta Science Conference (BDSC) call for abstracts, and the start of a new Water Year
- Science Fridays dove into IEP Workshop sessions for the respective week ahead

FACEBOOK

By the numbers...

17 posts
189 profile visits
9 new followers



TAKE HOME MESSAGE

Our top performing post promoted the first episode of the Science in Short podcast series. This post was shared on International Podcast Day, tagged numerous partner organizations, and included a call to action. The likes, comments, shares, and link clicks garnered by this post confirm the importance of syncing announcement distribution with social media “holidays” and implementing strategic tagging methods to notify partners of recently posted content.

INSTAGRAM

By the numbers...

9 posts
59 profile visits
0 new followers



TAKE HOME MESSAGE

Our top performing post congratulated 2018 Delta Science Fellow Dr. Levi Lewis on his recent award. The positive engagement on this post demonstrates the steady and successful growth of a science audience on this platform, which the Council has been working toward for over a year, and its interest in *people* posts.

LINKEDIN

By the numbers...

5 posts
149 profile visits
16 new followers



TAKE HOME MESSAGE

Our top performing post introduced the Council’s newest staff members. Anticipating that this post would bring the surge in profile visitors that it did, a reminder to apply to the Assistant Deputy Executive Officer for Communications position was strategically shared on the same day. Thoughtfully coordinated distribution leads to optimized impressions.

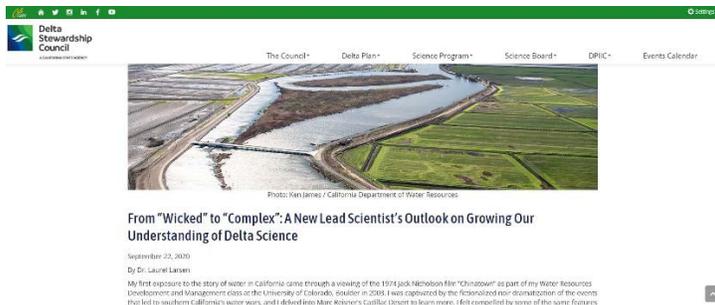


GOOGLE ANALYTICS

By the numbers...

7,083 pageviews
5,463 unique pageviews
Average time on page: 2 minutes, 13 seconds
51.18% bounce rate
43.84 % exit rate

This month brought updates to existing web content and the addition of several new Delta science-focused web pages. This content communicates the Delta Science Program’s commitment to collaborative science, introduces Dr. Laurel Larsen as Delta Lead Scientist, temporarily houses BDSC updates, and more.



RE-OCCURRING HIGH-TRAFFIC WEB PAGES

- Homepage, Events, Delta Plan, Council Meetings, Council Members, Job Opportunities, Delta Science Program, Delta Independent Science Board (Delta ISB) Meetings

POPULAR WEB PAGES THIS MONTH

- From “Wicked” to “Complex”: A New Lead Scientist’s Outlook on Growing Our Understanding of Delta Science
 - 281 pageviews, 247 unique views
- Delta Adapts: Creating a Climate Resilient Future
 - 123 pageviews, 115 unique views

HOW WAS DELTACOUNCIL.CA.GOV VIEWED?

In a sampling of 1,803 users this month...

Device	Percentage of users	# of people
Desktop	84.80 %	1,529
Mobile	12.70 %	229
Tablet	2.50 %	45

LISTSERV

By the numbers...

5 listservs sent
18.9 % open rate
4.5 % click rate
10 new subscribers
New subscriber monthly average: 8

HIGHEST OPEN RATE

- From “Wicked” to “Complex”: A New Lead Scientist’s Outlook on Growing Our Understanding of Delta Science
 - 20.92 % of subscribers opened, or 573 people

HIGHEST CLICK RATE

- From “Wicked” to “Complex”: A New Lead Scientist’s Outlook on Growing Our Understanding of Delta Science
 - 3.5 % of openers clicked, or 96 people



MEETING WEBCAST

By the numbers...

Two meetings: Delta ISB (Sep 17) + Council (Sep 24)
Delta ISB meeting unique live / archive views: 6 / 22
Council meeting unique live / archive views: 58 / 52

The unique live and archive views above reflect only those who watched the meeting via Cal-Span – they do not include those who participated via Zoom, etc.

On average, each monthly Council meeting receives ~130 archived views.